

Message Text

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PAGE 01 MILAN 01948 221946Z

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00 PA-01

USIA-06 PRS-01 SP-02 /030 W

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R 221130Z OCT 75

FM AMCONSUL MILAN

TO SECSTATE WASHDC 4317

INFO AMEMBASSY ROME

LIMITED OFFICIAL USE MILAN 1948

E.O. 11652: N/A

TAGS: PFOR, IT

SUBJECT: IL GIORNALE TIE-IN WITH RADIO-TV MONTECARLO

1. ENZO BETTIZA, GIORNALE DEPUTY DIRECTOR, INFORMED US OCTOBER 20 THAT DEAL HAS BEEN SEWN UP WITH RADIO-TV MONTECARLO FOR IMPORTANT EXPANSION GIORNALE PRESENCE IN NORTHERN ITALY.

2. ACCORDING BETTIZA, MONTECARLO HAS TV COVERAGE INTO ALL NORTHERN ITALY AND WITH ITALIAN COLOR TV NOW IN SIGHT DECIDED ENLARGE ITS SERVICE. CONSEQUENTLY CONFIDED NEWS PROGRAMMING TO WELL-KNOWN ITALIAN TV FIGURE MIKE BUONGIORNO WHO HAS CONTRACTED WITH GIORNALE DIRECTOR, MONTANELLI FOR TWICE DAILY NEWSCAST. EITHER MONTANELLI OR BETTIZA WILL PRESENT NEWS WHICH WILL BE SHOWN AS GIORNALE COVERAGE. FILMS WILL BE FLOWN FROM MILAN TO MONTECARLO FOR TRANSMISSION TWICE DAILY. RADIO MONTECARLO PAYING FOR SERVICE WHICH CORRIERE DELLA SERA, ACCORDING TO BETTIZA, HAD OFFERED PAY FOR PRIVILEGE OF PROVIDING SINCE ADVERTISING GAINED FROM PROVIDING NEWS A GREAT BENEFIT TO THE PAPER CONCERNED. THAT BENEFIT, SAID BETTIZA, WILL GO TO GIORNALE AS BROADCASTS BEGIN SOMETIME IN NOVEMBER.FINA

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Message Attributes

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Current Classification: UNCLASSIFIED
Concepts: TELEVISION BROADCASTING
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Copy: SINGLE
Draft Date: 22 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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Previous Handling Restrictions: n/a
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Review Exemptions: n/a
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Review Markings:

Margaret P. Grafeld
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